



# **U.S. Army 2005 MWR Leisure Needs Survey Results**

**Fort Gordon  
Georgia**

# BRIEFING OUTLINE

## Fort Gordon

### ▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

### ▮ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

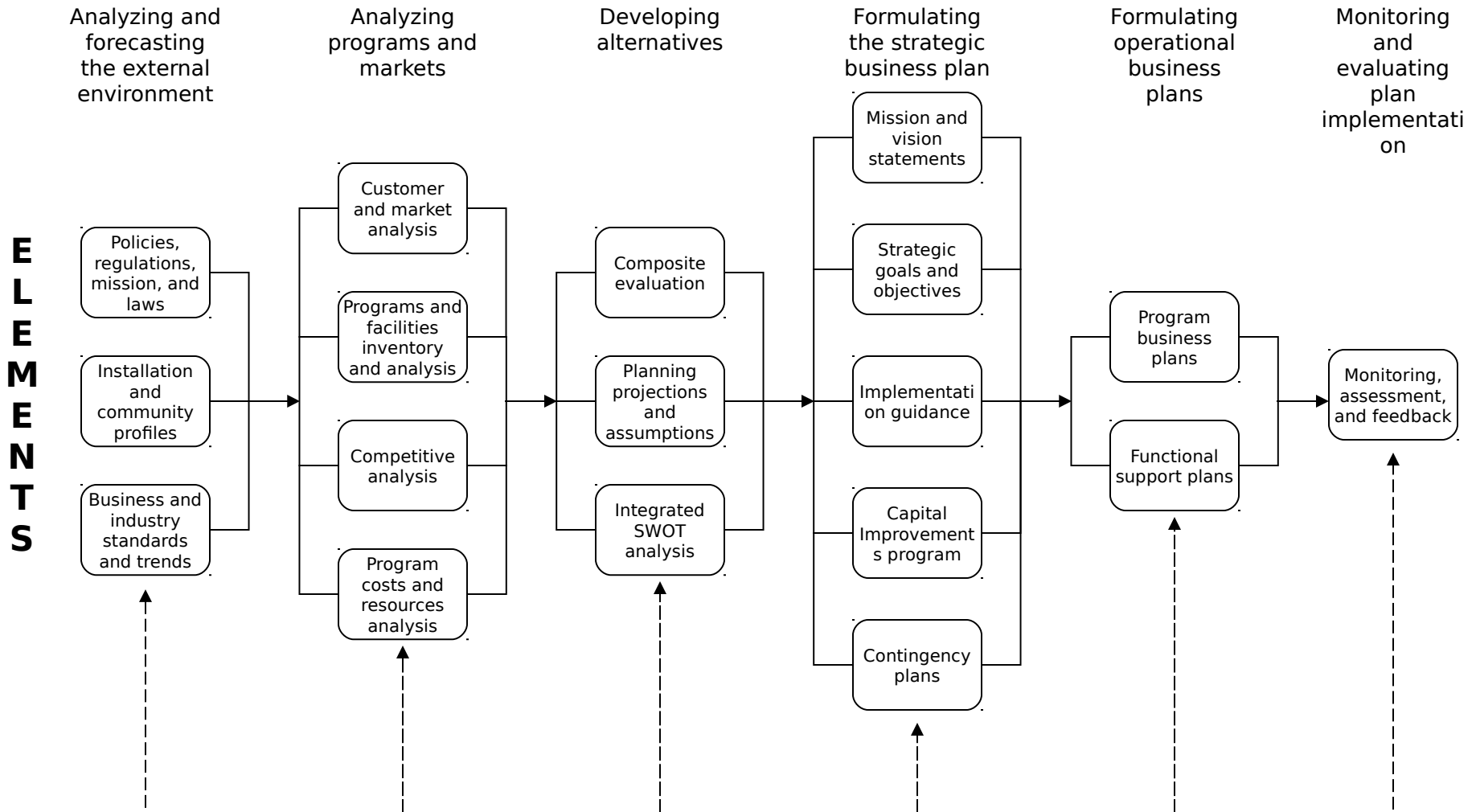
### ▮ **NEXT STEPS**

# PROJECT OVERVIEW

Fort Gordon

## MWR STRATEGIC BUSINESS PLANNING MODEL

### COMPONENTS



# METHODOLOGY

## Fort Gordon

### ▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)
- 4,775 surveys were distributed at Fort Gordon



### ▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

## ▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

# METHODOLOGY

Fort Gordon

## □ SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Civilian Employees
  - Spouses of Active Duty (CONUS only)
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Ft. Gordon:					
Active Duty	5,899	1,205	540	44.81 %	±4.02%
Spouses of Active Duty	2,795	1,433	167	11.65 %	±7.35%
Civilian Employees	6,600	934	82	8.78 %	±10.75%
Retirees	7,878	1,203	299	24.85 %	±5.56%
<b>Total</b>	<b>23,172</b>	<b>4,775</b>	<b>1,088</b>	<b>22.79 %</b>	<b>±2.90%</b>

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

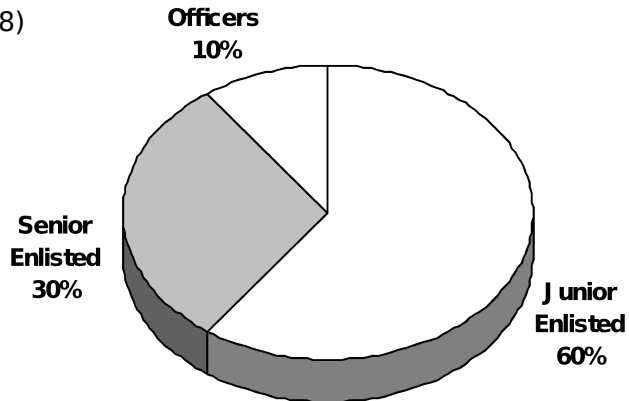
# PATRON SAMPLE\*

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## RESPONDENT POPULATION SEGMENTS

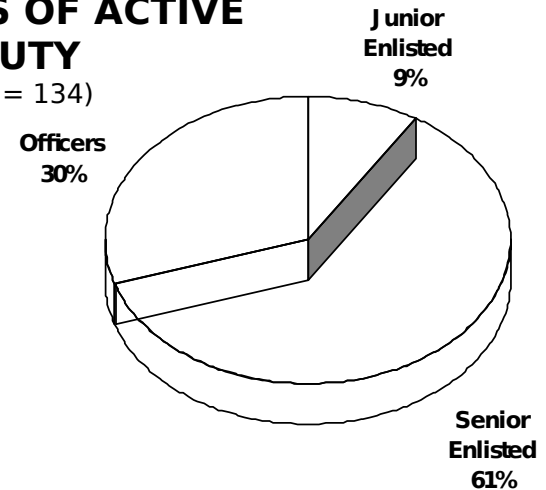
### ACTIVE DUTY

(n = 508)



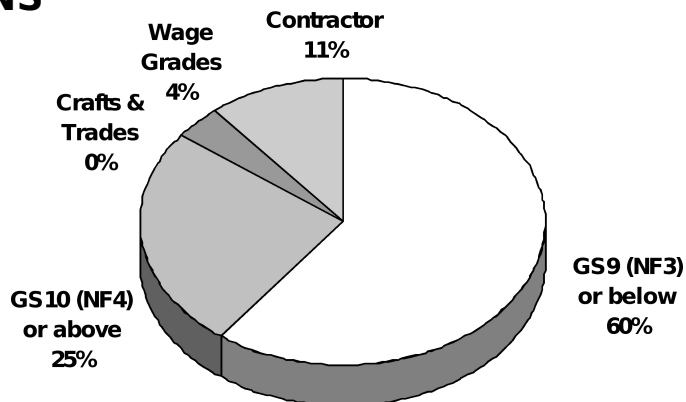
### SPOUSES OF ACTIVE DUTY

(n = 134)



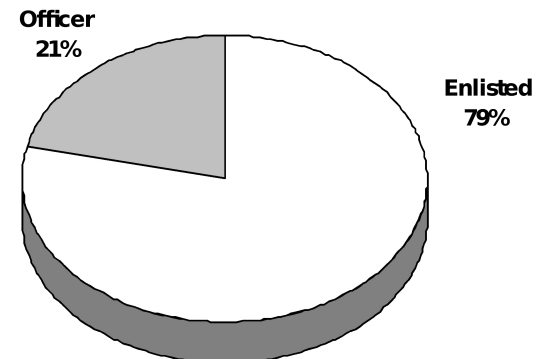
### CIVILIANS

(n = 76)



### RETIREEES

(n = 234)



\*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

Fort Gordon

## ▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

## ▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center



# MWR PROGRAMS & FACILITIES: USAGE AT FT. GORDON

Fort Gordon

## **MOST FREQUENTLY USED FACILITIES**

Library	35%
Bowling Center	32%
Fitness Center/Gymnasium	31%
Bowling Food & Beverage	30%
Post Picnic Area	26%

## **LEAST FREQUENTLY USED FACILITIES**

BOSS	2%
School Age Services	4%
Child Development Center	5%
Arts & Crafts Center	5%
Multipurpose Sports/Tennis Center	6%

# MWR PROGRAMS & FACILITIES: SATISFACTION AT FT. GORDON\*

Fort Gordon

## FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

Golf Course	4.27
Library	4.25
Cabins & Campgrounds	4.24
BOSS	4.21
Car Wash	4.19

## FACILITIES WITH LOWEST SATISFACTION RATINGS\*

School Age Services	3.22
Multipurpose Sports/Tennis Courts	3.41
Marinas	3.53
Youth Center	3.56
Child Development Center	3.65

\*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

# MWR PROGRAMS & FACILITIES: QUALITY AT FT. GORDON\*

Fort Gordon

## FACILITIES WITH HIGHEST QUALITY RATINGS\*

Library	4.18
Car Wash	4.12
Cabins & Campgrounds	3.99
Golf Course	3.94
ITR - Commercial Travel Agency	3.94

## FACILITIES WITH LOWEST QUALITY RATINGS\*

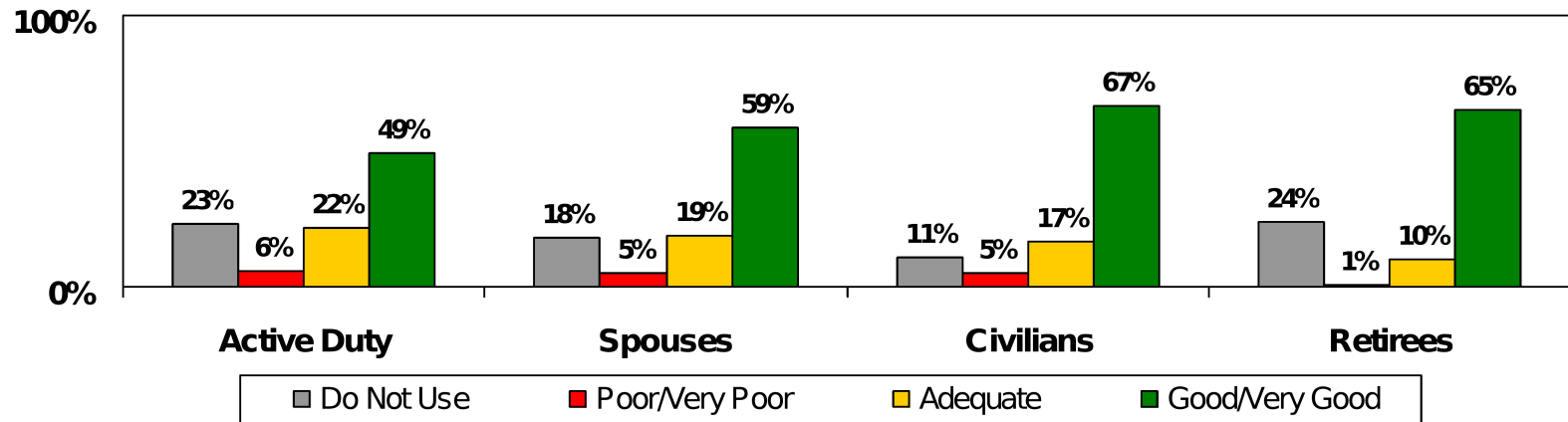
School Age Services	3.12
Multipurpose Sports/Tennis Courts	3.32
Marinas	3.40
Youth Center	3.46
Child Development Center	3.50

\*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

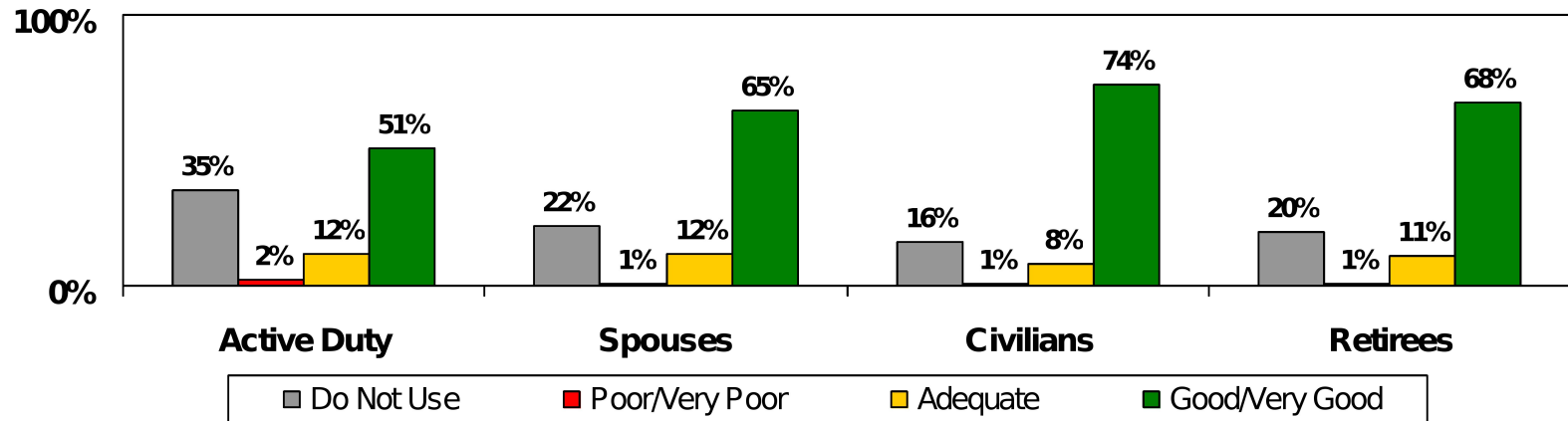
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Fort Gordon

## Quality of On-Post Services



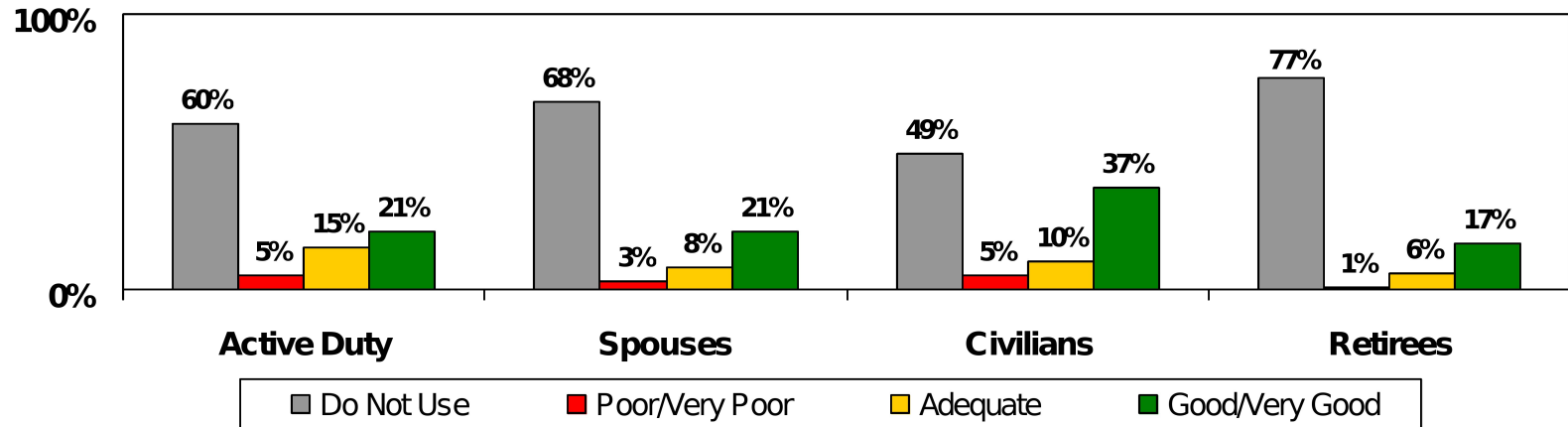
## Quality of Off-Post Services



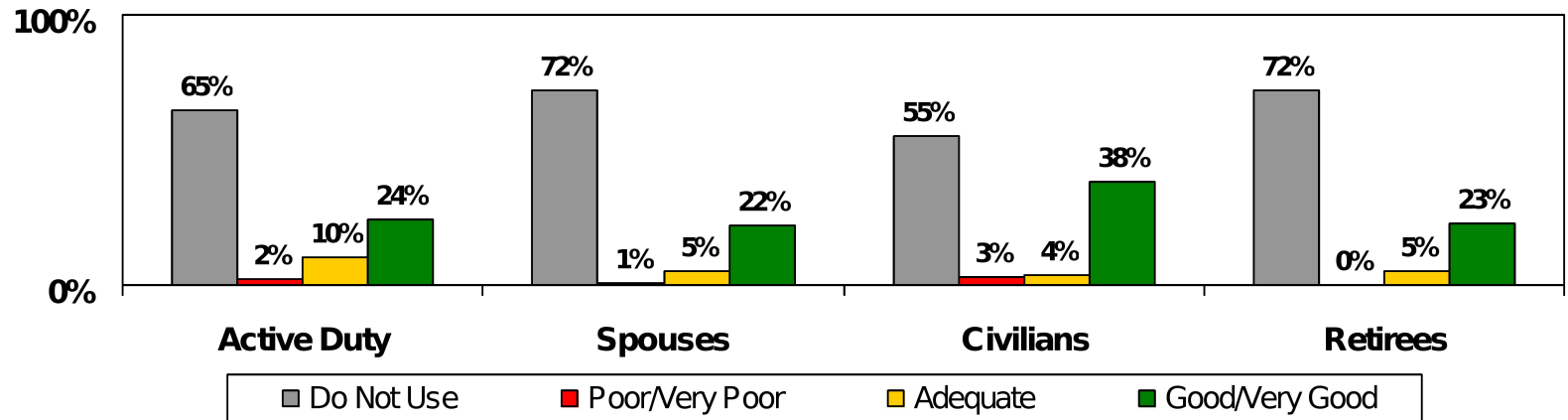
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Fort Gordon

## Quality of On-Post Services



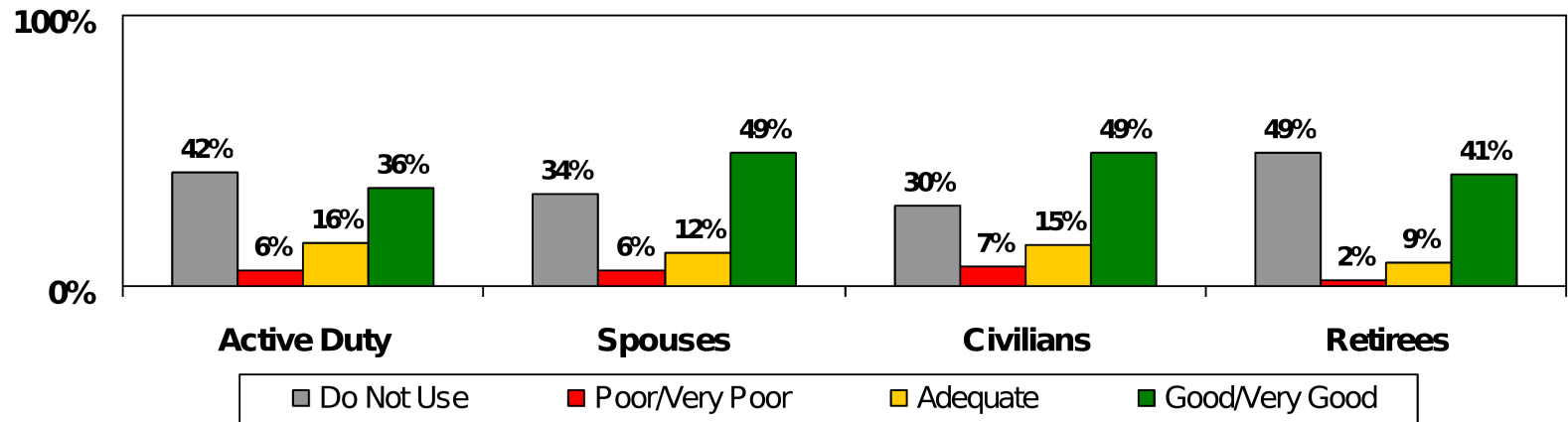
## Quality of Off-Post Services



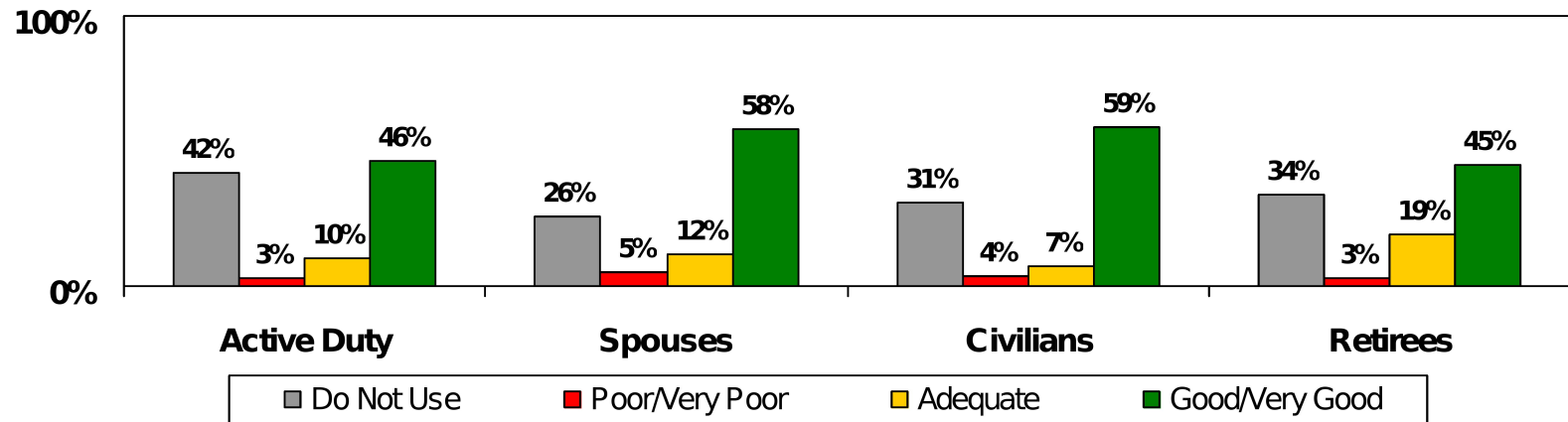
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Fort Gordon

## Quality of On-Post Services

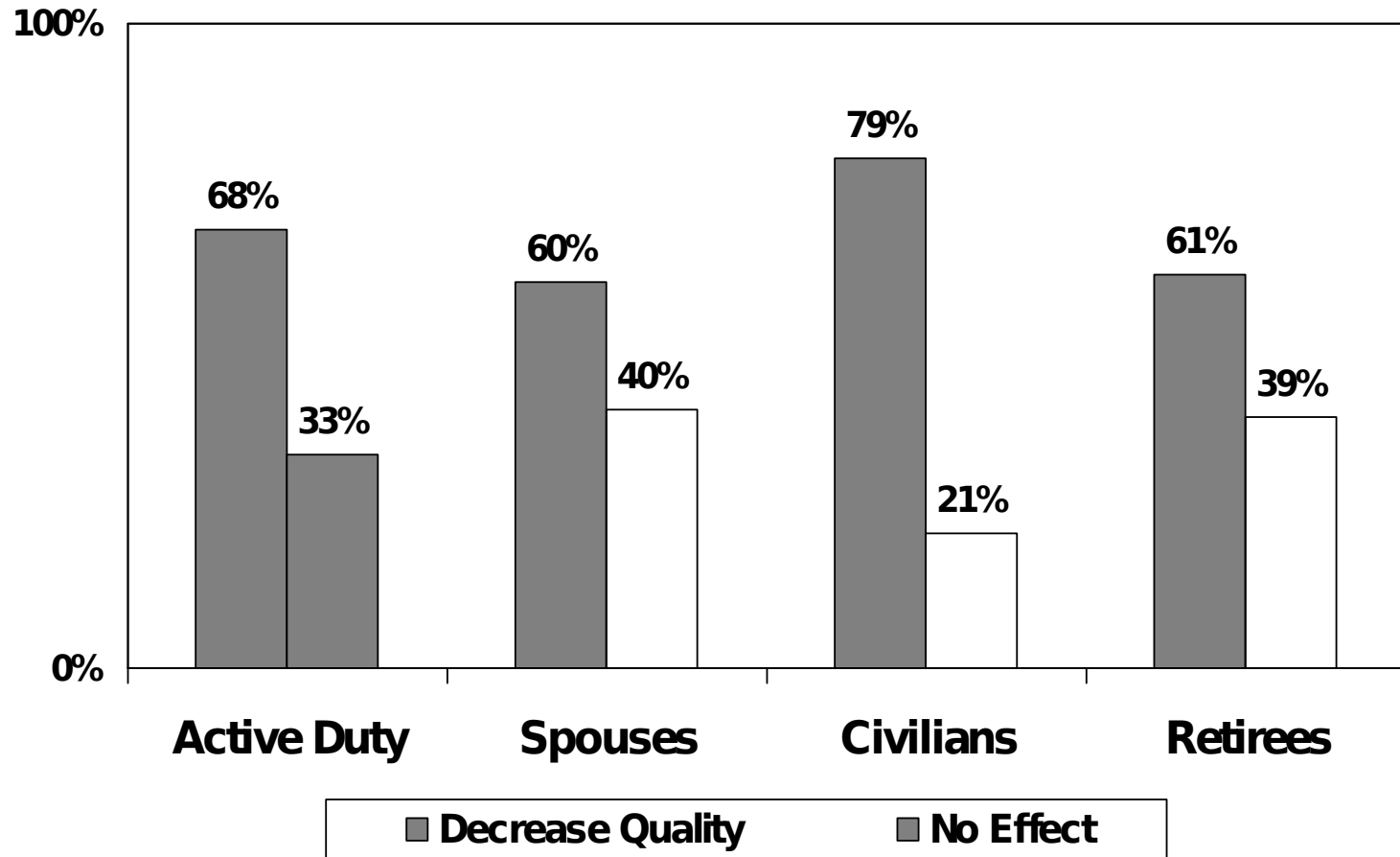


## Quality of Off-Post Services



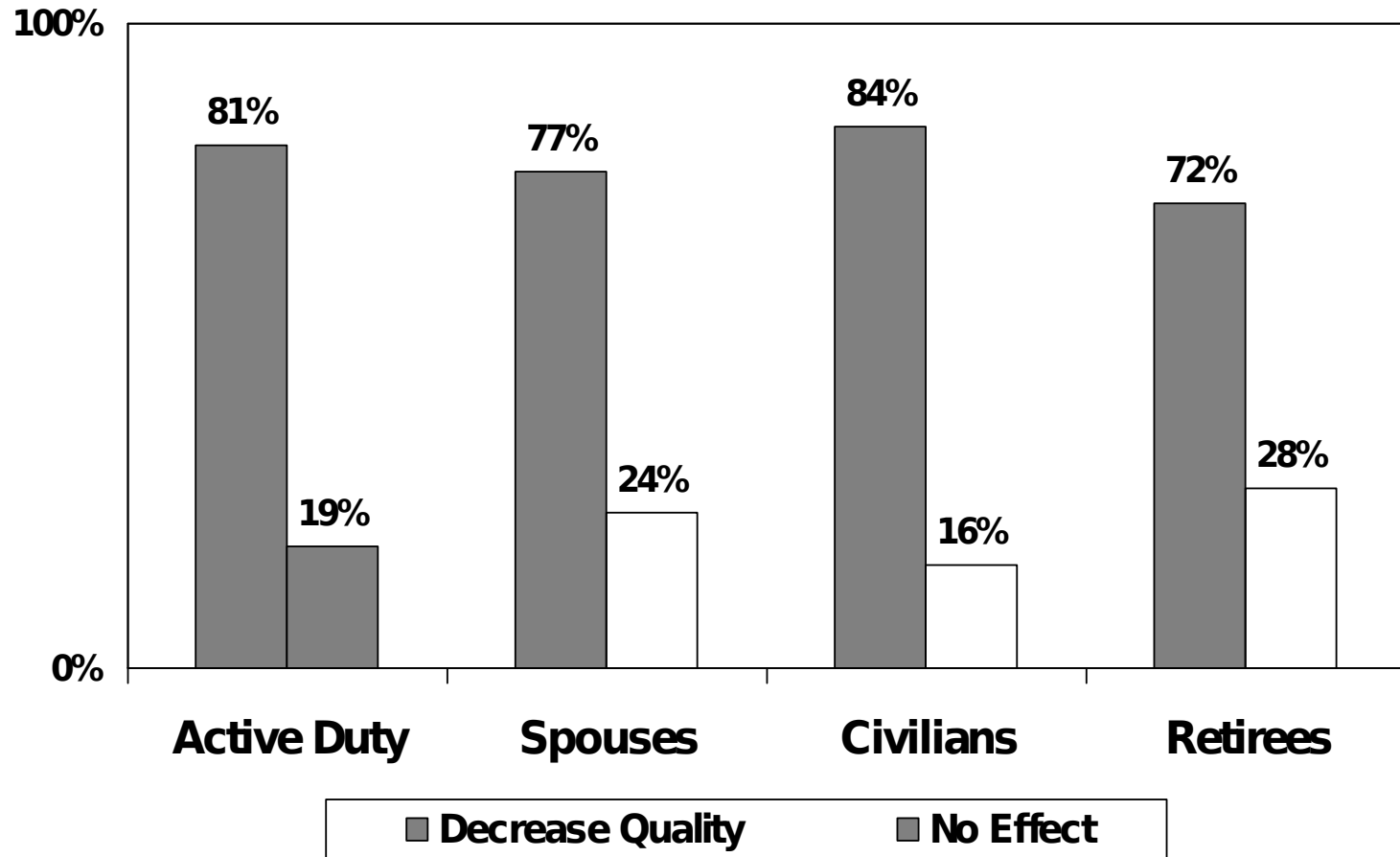
# MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Gordon





# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

## **Top 7 Activities/Programs**

Army Lodging	69%
Library	63%
Fitness Center/Gymnasium	63%
Athletic Fields	49%
Child Development Center	49%
Youth Center	46%
Swimming Pool	42%

RV Park	64%
Arts & Crafts Center	54%
Golf Course Pro Shop	54%
Bowling Pro Shop	52%
Car Wash	47%
Golf Course Food & Beverage	45%
Golf Course	41%

## **Bottom 7 Activities/Programs**

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

## Fort Gordon

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREEES	TOTAL
Internet	21%	19%	44%	13%	25%
E-mail	28%	16%	<b>59%</b>	18%	32%
Friends and neighbors	22%	<b>28%</b>	28%	<b>35%</b>	29%
Family Readiness Groups (FRGs)	8%	19%	5%	2%	6%
Bulletin boards on post	<b>33%</b>	27%	46%	32%	<b>36%</b>
Post newspaper	27%	<b>38%</b>	<b>59%</b>	<b>64%</b>	<b>50%</b>
MWR publications	23%	25%	<b>56%</b>	27%	34%
Radio	5%	13%	15%	21%	14%
Television	5%	6%	23%	27%	18%
My child(ren) let(s) me know	2%	2%	3%	1%	2%
Other unit members or co-workers	<b>29%</b>	15%	23%	8%	18%
Unit or post commander or supervisor	28%	6%	6%	3%	11%
Marquees/billboards	22%	<b>28%</b>	47%	29%	32%
Flyers	<b>31%</b>	21%	55%	<b>33%</b>	<b>37%</b>
Other	9%	9%	10%	11%	10%
I never hear anything	17%	16%	3%	10%	10%

\*The top 3 sources of MWR information are shaded for each patron group and the total population.

# MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE\*

Fort Gordon

MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	90%	84%
Better Opportunities for Single Soldiers	51%	N/A
Army Community Service	54%	50%
MWR Programs and Services	71%	84%

\* Positive = moderate, great or very great extent

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Fort Gordon

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	52%	79%	21%
Outreach programs	43%	67%	33%
Family Readiness Groups	56%	75%	25%
Relocation Readiness Program	53%	78%	22%
Family Advocacy Program	54%	69%	31%
Crisis intervention	47%	61%	39%
Money management classes, budgeting assistance	57%	75%	25%
Financial counseling, including tax assistance	61%	77%	23%
Consumer information	40%	67%	33%
Employment Readiness Program	45%	61%	39%
Foster child care	29%	55%	45%
Exceptional Family Member Program	54%	73%	27%
Army Family Team Building	46%	72%	28%
Army Family Action Plan	43%	68%	32%

\* Percentage of Active Duty users

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Fort Gordon

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	51%	93%	7%
Outreach programs	43%	60%	40%
Family Readiness Groups	74%	89%	11%
Relocation Readiness Program	73%	90%	10%
Family Advocacy Program	67%	78%	22%
Crisis intervention	44%	55%	45%
Money management classes, budgeting assistance	56%	65%	35%
Financial counseling, including tax assistance	60%	79%	21%
Consumer information	25%	67%	33%
Employment Readiness Program	53%	76%	24%
Foster child care	19%	75%	25%
Exceptional Family Member Program	69%	85%	15%
Army Family Team Building	40%	79%	21%
Army Family Action Plan	31%	82%	18%

\* Percentage of Spouses of Active Duty Member users

# ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	50%	31%
Personal job performance/readiness	51%	40%
Unit cohesion and teamwork	55%	48%
Unit readiness	56%	52%
Relationship with my spouse	39%	44%
Relationship with my children	43%	39%
My family's adjustment to Army life	45%	51%
Family preparedness for deployments	49%	56%
Ability to manage my finances	47%	32%
Feeling that I am part of the military community	47%	53%

\* Positive = moderate, great or very great extent

# CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Fort Gordon

POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	87%	94%
Helps minimize lost duty/work time due to lack of child care/youth services	86%	85%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	59%	42%
Allows me to work outside my home	71%	74%
Allows me to work at home	58%	46%
Offers me an employment opportunity within the CYS program	67%	32%
Allows me/my spouse to better concentrate on my/our job(s)	81%	84%
Provides positive growth and development opportunities for my children	80%	89%

\* Positive = moderate, great or very great extent

# BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

Fort Gordon

## POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	52%
Personal job performance/readiness	46%
Unit cohesion and teamwork	54%
Unit readiness	48%
Ability to manage my finances	43%
Feeling that I am part of the military community	51%
Relationship with my children (single parents)	43%
My family's adjustment to Army life (single parents)	45%
Family preparedness for deployments (single parents)	46%

\* Positive = moderate, great or very great extent



# LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Fort Gordon

## Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	62%
Entertaining guests at home	50%
Internet access/applications (home)	48%
Going to movie theaters	48%
Special family events	37%
Going to beaches/lakes	37%
Walking	37%
Gardening	33%
Picnicking	28%
Automotive detailing/washing	28%

## Top 5 for Spouses of Active Duty

Watching TV, videotapes, and DVDs	87%
Going to movie theaters	74%
Internet access/applications (home)	69%
Entertaining guests at home	68%
Walking	57%

## Top 5 for Civilians

Watching TV, videotapes, and DVDs	69%
Going to movie theaters	60%
Entertaining guests at home	57%
Special family events	48%
Internet access/applications (home)	45%

## Top 5 for Active Duty

Watching TV, videotapes, and DVDs	51%
Going to movie theaters	44%
Internet access/applications (home)	41%
Internet access (library)	35%
Running/jogging	34%

## Top 5 for Retirees

Watching TV, videotapes, and DVDs	62%
Entertaining guests at home	53%
Internet access/applications (home)	49%
Walking	46%
Gardening	44%

# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Fort Gordon

## Team Sports

Basketball	11%
Softball	9%
Soccer	6%
Touch/flag football	6%
Self-directed sports tournaments	6%

## Outdoor Recreation

Going to beaches/lakes	37%
Picnicking	28%
Fishing	25%
Camping/hiking/backpacking	17%
Bicycle riding/mountain biking	13%

## Social

Entertaining guests at home	50%
Special family events	37%
Dancing	24%
Night clubs/lounges	20%
Happy hour/social hour	18%

## Sports and Fitness

Walking	37%
Cardiovascular equipment	27%
Running/jogging	26%
Weight/strength training	25%
Bowling	19%

## Entertainment

Attending sports events	26%
Billiards/game room/video arcades	17%
Bingo	6%
Card/table games	12%
Festivals/events	25%

## Special Interests

Internet access/applications (home)	48%
Gardening	33%
Automotive detailing/washing	28%
Digital photography	24%
Computer games	21%

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST\*

Fort Gordon

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	28%	N/A	28%
Internet access (library)	24%	N/A	24%
Reference/research services	22%	N/A	22%
Study/self development	19%	N/A	19%
Multi-media (videos, DVDs, CDs)	16%	N/A	16%
Running/jogging	15%	11%	26%
Weight/strength training	15%	11%	25%

\*Top 7 leisure activity preferences ranked by on-post participation.

# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION\*

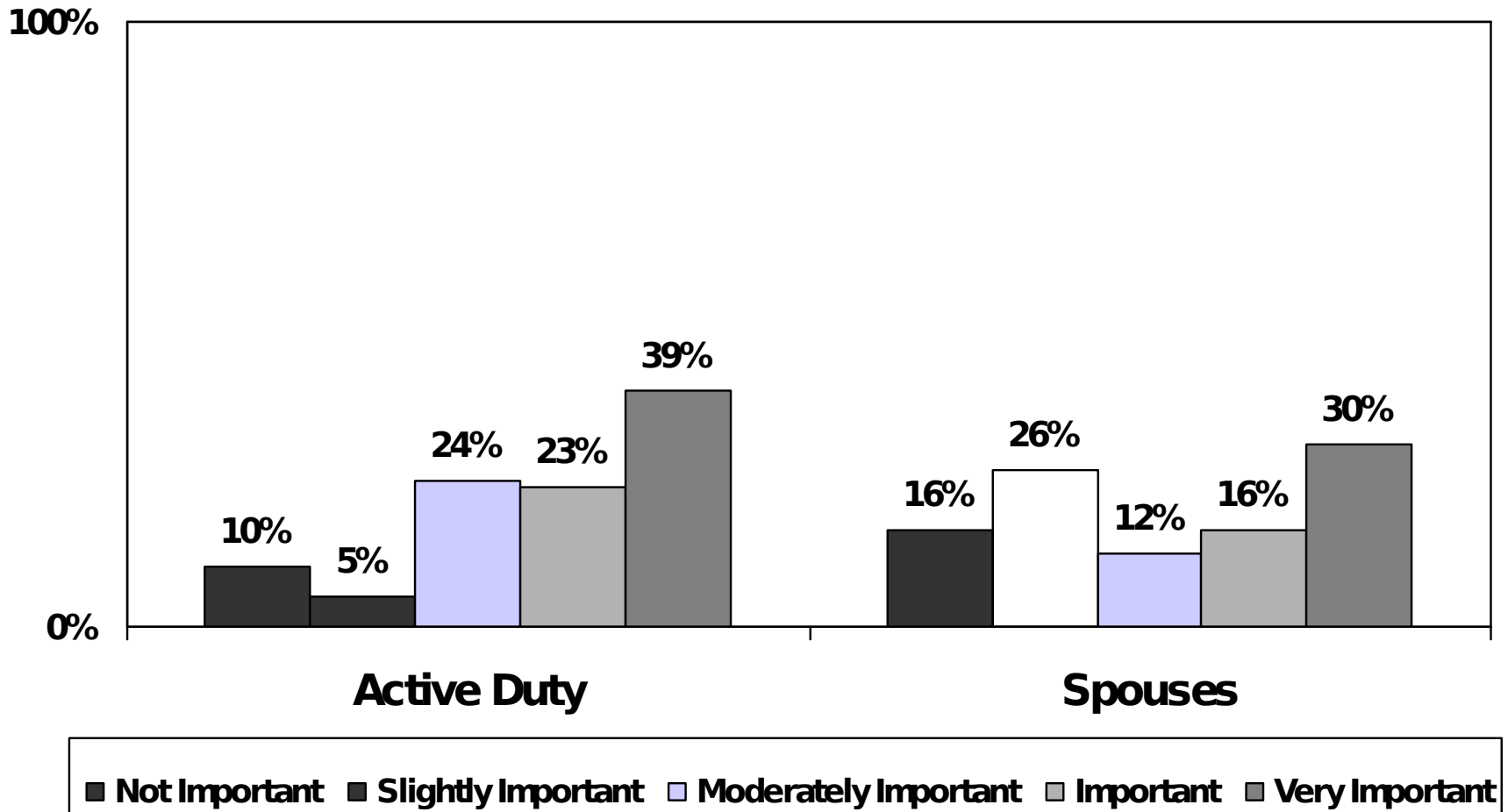
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	7%	3%	39%	48%
Gardening	0%	3%	30%	33%
Automotive detailing/washing	5%	7%	16%	28%
Digital photography	1%	5%	18%	24%
Computer games	2%	1%	18%	21%
Automotive maintenance & repair	5%	5%	10%	21%
Trips/touring	1%	12%	0%	13%

\*Top 7 special interest activity preferences ranked by overall participation.

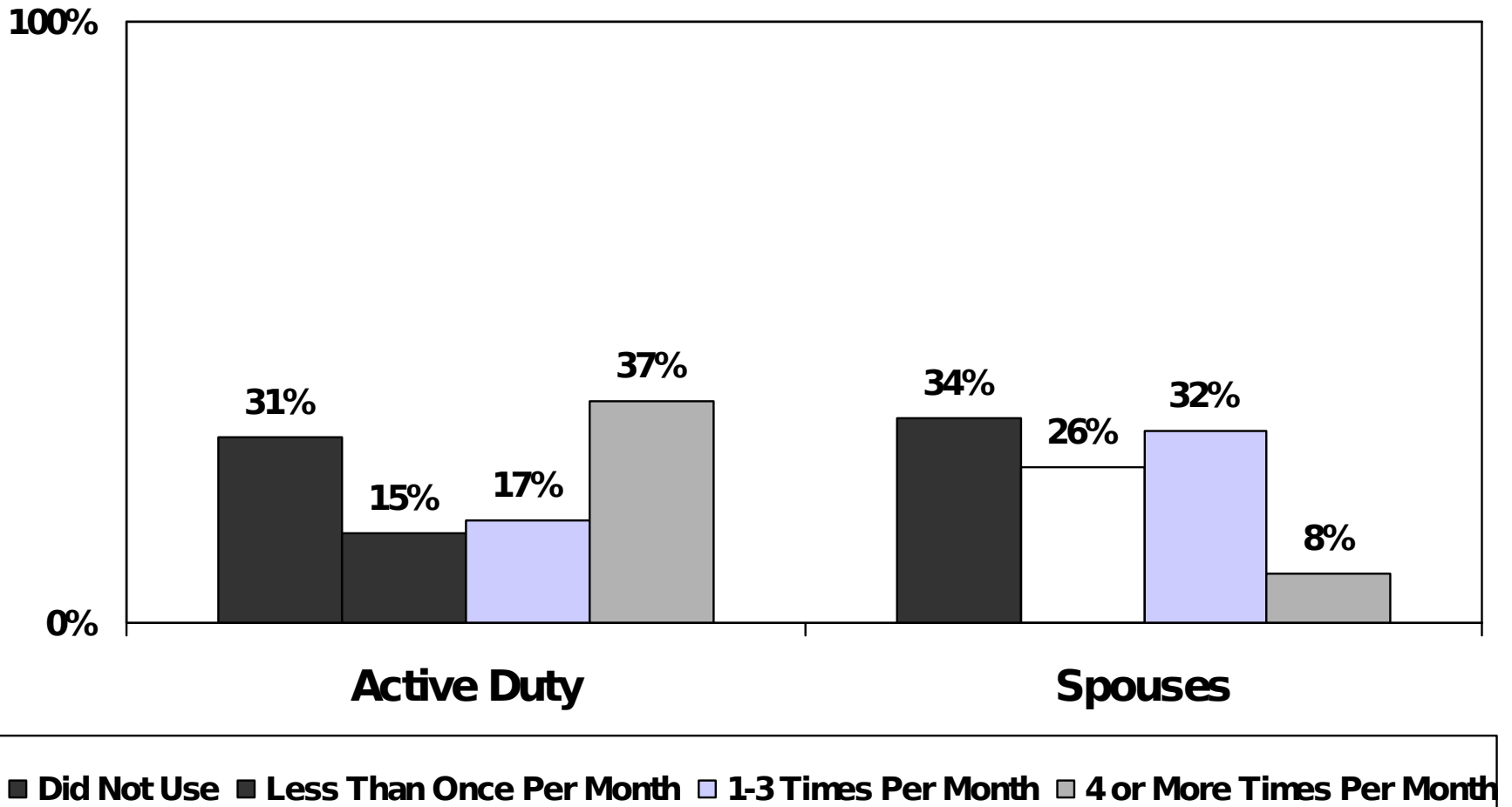
# DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

Fort Gordon



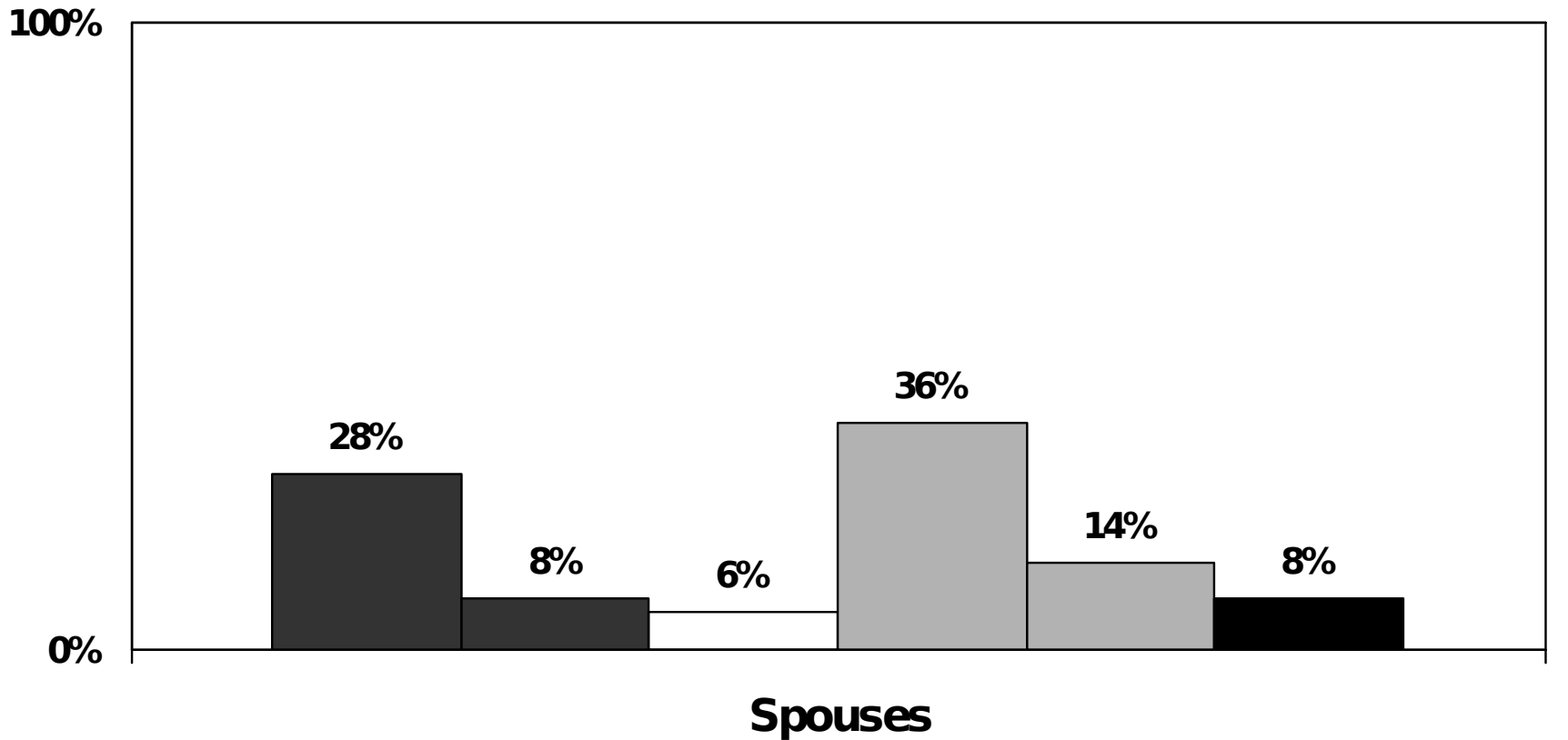
# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

Fort Gordon



# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

Fort Gordon



■ Did Not Use ■ Much Less □ Somewhat Less ■ About the Same ■ Somewhat More ■ Much More

# CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	13%
Probably will not make military a career	16%
Undecided	32%
Probably will make military a career	14%
Definitely will make military a career	25%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	10%
Not Sure	17%
Yes	73%



# NEXT STEPS

## Fort Gordon

### ▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

### ▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)